

WORKFORCE AND ECONOMIC DEVELOPMENT: SHIFTING THE APPROACH TO BUSINESS



**Celina Shands Gradijan, President / CEO,
Full Capacity Marketing, Inc.**

Workforce development is an integral part of economic development. Surveys show that business executives base their relocation decisions strongly on whether there is a competent, available, local workforce that can help grow their business. Making the connection between workforce and economic development is about creating strategic partnerships that leverage resources and serve high growth and high-demand industries. This keynote shares inspiring examples of how workforce development professionals have successfully aligned with economic development agendas, by developing a brand strategy that positions workforce development as a top community initiative.

Celina Shands Gradijan

With a B.S in Business and Marketing, Celina Shands Gradijan, President and CEO, has over 20 years experience in Marketing and Communications. As a former American Marketing Association's *Marketer of the Year* and a two-time *Women Who Mean Business* Finalist, Celina uses marketing as a catalyst to build powerful partnerships between economic development agencies, workforce investment system stakeholders, and the education community. The end results are increased funding and a more prominent profile in the community. She is a strong advocate for the public workforce investment system establishing state, regional and local models that have sustained the test of time, in spite of continued funding cuts. As a national presenter, Celina's workforce and economic development keynotes and workshops are well received, engaging and very informative. Celina is Chairperson of the National Marketing Workgroup, and has grown participation from 30 to over 7,000 members. To hear live interviews with Celina, to access free marketing resources, or for more information, go to www.fullcapacitymarketing.com.